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16th YEAR · A WEEKLY PUBLICATION

1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january

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february

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january – 1957

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february – 1957

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march – 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING THURSDAY, JUNE 28, 1956		
Thursday June 28 9:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS Ohrbach's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday June 28 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Thursday June 28 12:00 Noon Luncheon	PRESS PREVIEW OF NEW PRINT FABRICS Fuller Fabrics will preview their Scanlandia Prints to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	FULLER FABRICS	HOTEL AMBASSADOR BALLROOM
	WEEK BEGINNING MONDAY, JULY 2, 1956		
Monday July 2 11:00 A.M. Coffee	PRESS PREVIEW OF FALL JEWELRY Richelieu Pearls will invite the press to a round-table preview of their Fall and Holiday jewelry collection. By invitation only. Publicity: Ruth Hammer Assoc., EL. 5-7872.	RICHELIEU PEARL CO.	389 FIFTH AVENUE SHOWROOM - 10TH FLOOR
July 4	INDEPENDENCE DAY--Legal Holiday (Wednesday).		
Thursday July 5 10:30 A.M. Breakfast	PRESS PREVIEW OF ROOM SETTINGS Gimbels will preview room settings from their Mid-Summer furniture collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	9TH FLOOR FURNITURE DEPT.
Saturday July 7 4:00 P.M.	FALL MILLINERY FOR VISITING PRESS John Frederics will present his Fall millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Saturday July 7 6:00 P.M. Buffet	FALL MILLINERY FOR VISITING PRESS Preview of Walter Florell's Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	WALTER FLORELL	29 EAST 53RD STREET SALON
Sunday July 8 8:30 A.M.- 5:30 P.M.	3RD ANNUAL "CHRISTMAS IN JULY" BOUTIQUE Showing of Countess Mara ties and men's gifts; Borgana coats and jackets; handbags and accessories by Mark Cross; scarfs and handkerchiefs by J. H. Kimball. Beginning Mon., July 9 showing daily from 9:30 to 5:30. For appointment, contact: Ruth Mitchell, PL. 7-5809	COUNTESS MARA; BORGANA; MARK CROSS; J.H. KIMBALL	MARY MARCH ASSOC. 2 WEST 46TH STREET

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 8 10:00 A.M.-1:00 P.M.	FALL AND WINTER JEWELRY COLLECTION	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Brunch and informal showing of Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.		
Sunday July 8 11:00 A.M.	FALL MILLINERY AT VISITING PRESS SHOW	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
	Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.		
Sunday July 8 12:30 P.M. Coffee	BRIGANCE COLLECTION TO VISITING PRESS	SPORTSMAKER, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Sportsmaker will present Brigance's Fall collection of blouses, dresses and separates. By invitation only. Contact: LO. 3-1534.		
Sunday July 8 1:45 P.M. Luncheon	FALL MILLINERY FOR VISITING PRESS	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
	Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.		
Sunday July 8 3:00 P.M.	MILLINERY SHOW FOR VISITING PRESS	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
	Sally Victor will preview her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday July 8 4:30 P.M.-8:30 P.M.	COCKTAILS AND BUFFET FOR THE VISITING PRESS	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	HOTEL AMBASSADOR EMBASSY CLUB
	Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.		
Sunday July 8 7:00 P.M. Cocktails-Dinner	SILK FASHION SHOW FOR VISITING PRESS	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
	International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. Dinner at 8:00 P.M., followed by show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

NEW YORK DRESS INSTITUTE'S TWENTY-SEVENTH NATIONAL PRESS WEEK (July 8 - 14, 1956)

Fall collections of leading designers (30 members, 13 auxiliary and 3 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., July 8...	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.). . .	PIERRE-BALLROOM
Mon., July 9...	8:00 A.M.	BUFFET BREAKFAST.	PIERRE-BALLROOM
	9:00 A.M.	"WATCH FOR" FORUM	PIERRE-BALLROOM
	9:30 A.M.	MONTE-SANO & PRUZAN.	PIERRE-BALLROOM
	10:30 A.M.	NETTIE ROSENSTEIN	PIERRE-BALLROOM
	11:30 A.M.	ORIGINALA	PIERRE-BALLROOM
	12:30 P.M.	Junior Group: JACK HORWITZ ASSOC., MR. MORT, JR. SOPHISTICATES, REICH-GOLDFARB. Luncheon.	PIERRE-BALLROOM
	2:00 P.M.	HANNAH TROY	PIERRE-BALLROOM
	3:00 P.M.	PAUL PARNES	PIERRE-BALLROOM
	4:00 P.M.	CLAIRE McCARDELL.	PIERRE-BALLROOM
	5:00 P.M.	WATCHMAKERS OF SWITZERLAND (Aux.) . .	PIERRE-BALLROOM
	8:30 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.). .	MARK HELLINGER

(Continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	TWENTY-SEVENTH NATIONAL PRESS WEEK (Continued from page 2)		
Tues., July 10...	8:00 A.M.	SCHIFFLI LACE & EMBROIDERY (Aux.)	PIERRE-BALLROOM
	9:30 A.M.	CHRISTIAN DIOR, NEW YORK	730 5TH (7 FL.)
	10:30 A.M.	TINA LESER.	PIERRE-BALLROOM
	11:30 A.M.	HARRY FRECHTEL	PIERRE-BALLROOM
	12:30 P.M.	DELMAN SHOES (Aux.).	754 5TH (SALON)
	1:30 P.M.	SHIP 'N SHORE-Luncheon (Aux.)	PIERRE-BALLROOM
	3:00 P.M.	PATTULLO-JO COPELAND	PIERRE-BALLROOM
	4:00 P.M.	GEORGE CARMEL.	PIERRE-BALLROOM
	5:00 P.M.	CEIL CHAPMAN-Cocktails.	PIERRE-BALLROOM
	7:00 P.M.	N.W. AYER & SON, INC.-Dinner (Aux.)	PLAZA-TERRACE
Wed., July 11...	8:00 A.M.	CROMPTON-RICHMOND. Breakfast (Aux.)	PIERRE-BALLROOM
	9:00 A.M.	B. H. WRAGGE	PIERRE-BALLROOM
	10:00 A.M.	HERBERT SONDHEIM.	PIERRE-BALLROOM
	11:00 A.M.	SAMUEL WINSTON (Roxane & Cecil Beaton)	PIERRE-BALLROOM
	12:00 Noon	ALAMAC KNITTING MILLS-Luncheon (Aux.).	SAVOY-PLAZA
	1:30 P.M.	TRIGERE.	PIERRE-BALLROOM
	2:30 P.M.	BEN ZUCKERMAN.	PIERRE-BALLROOM
	3:30 P.M.	WILLIAM FOX	PIERRE-BALLROOM
	4:30 P.M.	HARVEY BERIN (Karen Stark) Cocktails	PIERRE-BALLROOM
	7:00 P.M.	MILLINERY INST.OF AMER.-Dinner (Aux.).	AMBASSADOR
Thurs., July 12...	8:00 A.M.	CAPEZIO SHOES (Aux.)	756 7TH (50 ST.)
	9:30 A.M.	ANTHONY BLOTTA	498 7TH (12 FL.)
	10:30 A.M.	BEN REIG	498 7TH (23 FL.)
	11:30 A.M.	MAURICE RENTNER	498 7TH (16 FL.)
	1:00 P.M.	Children's Group: GARDNER SNOWSUITS, IMP ORIGINALS, LITTLE EMPRESS COATS, JOSEPH LOVE DRESSES. Luncheon	SHERRY NETHERLAND
	2:30 P.M.	DAVIDOW.	PIERRE-BALLROOM
	3:30 P.M.	ANNE FOGARTY for MARGOT	PIERRE-BALLROOM
	4:30 P.M.	OLEG CASSINI-Cocktails.	PIERRE-BALLROOM
Fri., July 13...	9:00 A.M.	HATTIE CARNEGIE	42 E. 49TH ST.
	10:30 A.M.	ADELE SIMPSON.	530 7TH (23 FL.)
	11:30 A.M.	MOLLIE PARNIS.	530 7TH (18 FL.)
	1:00 P.M.	GEN. BEAUTY PROD.--LILLY DACHE (Aux.).	78 E. 56TH ST.
	2:30 P.M.	BRANELL.	PIERRE-BALLROOM
	3:30 P.M.	DAVID GOTTLEIB (Gothé).	PIERRE-BALLROOM
	4:30 P.M.	Variety Group: SUZY PERETTE, REGAL KNITWEAR, YOUNGLAND by HELEN LEE, PELLON and LILION - Cocktails	PIERRE-BALLROOM
	8:30 P.M.	PELLON THEATRE PARTY	ETHEL BARRYMORE
Sat., July 14...	9:30 A.M.	RITTER FURS-Breakfast (Aux.).	PLAZA-TERRACE
	11:30 A.M.	ELLEN LIND ASSOCIATES (Aux.).	MOODUS, CONN.

July 9 — 9:00 A.M. - "WATCH FOR" FORUM (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.

July 9 — 9:30 A.M. - "MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.

July 9 — 10:30 A.M. - NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.

Monday July 9 11:00 A.M.	PREVIEW OF FALL MILLINERY	MISS MAY, INC. (30 WEST 57TH ST.)	LONGCHAMPS RESTAURANT 19 WEST 57TH STREET

Showing of Fall hats, followed by buffet luncheon. By invitation.
Publicity: Maud G. Moody, LE. 2-5562.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 9	11:30 A.M. - ORIGINALA (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.		
Monday July 9 12:00 Noon Luncheon	PREVIEW OF FALL MILLINERY Mr. Arnold will preview his Fall millinery to press and buyers. By invitation only. Contact: PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR TRIANON ROOM
July 9	12:30 P.M. - JUNIOR GROUP (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.		
July 9	2:00 P.M. - HANNAH TROY (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.		
July 9	3:00 P.M. - PAUL PARNES (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.		
July 9	4:00 P.M. - CLAIRE McCARDELL (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM.		
Monday July 9 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES "Fashions in Time"--newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (Auxiliary Member of N.Y.D.I.--See Pg. 2). By invitation only. Sponsored by Foote, Cone & Belding. Contact: Elizabeth Maher Associates, EL. 5-4248.	THE WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE ROOF GARDEN
Monday July 9 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 2) will invite the visiting press to see "My Fair Lady" with Rex Harrison and Julie Andrews. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	MARK HELLINGER THEATRE BROADWAY & 51ST STREET
Monday July 9 12:00 Midnight	FALL MILLINERY SHOW FOR VISITING PRESS William J. will present his Fall millinery to visiting press at Midnight Champagne Snack. By invitation only. Publ.: Donna Cannon, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Monday July 9- July 13	PRESS PREVIEW OF FALL STOCKING NEWS "The Era of the Stocking Returns"--the Poiret Period as reflected in new Phoenix stockings. Daily for visiting press from 9:00 to 5:00, with special breakfast show Fri., July 13 from 8:00-9:00 A.M. Contact: Helen Sisson, PE. 6-6868.	PHOENIX HOSIERY CO.	350 FIFTH AVENUE SUITE 5601
Beginning Monday July 9	PRESS SHOWINGS OF FALL JEWELRY Informal showings for the press of Napier's new Fall collection of fashion jewelry and boutique gifts. Contact: MU. 5-7390. Publicity: Gino di Grandi Associates, PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday July 10 8:00 A.M. Breakfast	LACE SHOWING FOR VISITING PRESS Schiffli Lace & Embroidery Institute (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present embroidery fashions. By invitation only. Contact: Dora Miller % John Lewis, 1270 Sixth Ave., Room 2115, CI. 6-4830.	SCHIFFLI LACE & EMBROIDERY INST.	HOTEL PIERRE BALLROOM
July 10	9:30 A.M. - CHRISTIAN DIOR, N.Y. (N.Y.D.I.--See Pg. 3) 730 5TH AVE.-7TH FL.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 10-July 11 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
	The Allied Kid Company's Resort-Spring-Summer 1957 collection will be previewed: July 10 at 9:15 A.M.--fashion press and shoe stylists; July 10 at 3:30 P.M.--buying office fashion coordinators, fashion publicists, department store fashion coordinators; July 11 at 9:15 A.M.--fabric, hosiery and accessory stylists. By invitation. Contact: Helen Caruso, MU. 6-1623.		
Tuesday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY	WILLIAM J.	44 WEST 54TH STREET SALON
	William J. will preview his Fall millinery to the press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.		
July 10	10:30 A.M. - TINA LESER (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 10	11:30 A.M. - HARRY FRECHTEL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Tuesday July 10 11:30 A.M. And 12:30 P.M.	PRESS PREVIEW OF FALL SHOES	DELMAN SHOES	754 FIFTH AVENUE SALON
	Local press preview of Fall shoe fashions at 11:30 A.M. Visiting press show at 12:30 P.M. by Delman (Auxiliary Member of N.Y.D.I.--See Pg. 3). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 10 1:30 P.M. Luncheon	FALL BLOUSES FOR VISITING & LOCAL PRESS	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
	Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Fall blouses. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
July 10	3:00 P.M. - PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 10	4:00 P.M. - GEORGE CARMEL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Tuesday July 10 4:30 P.M.-7:00 P.M. Tea	PREVIEW OF LINGERIE, DRESSES & BLOUSES	YOLANDE CORP.	SHERRY NETHERLAND CRYSTAL PAVILION
	Yolande's "Twilight Hour" presentation of Fall lingerie, children's and infants' dresses and lingerie, and blouses for local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
July 10	5:00 P.M. - CEIL CHAPMAN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Tuesday July 10 7:00 P.M. Cocktails-Dinner	DIAMOND DINNER WITH CABARET	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA TERRACE & PERSIAN RMS.
	"The Song of the Diamond"--jewelry from Black, Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N. W. Ayer (Auxiliary Member, N.Y.D.I.--See Pg. 3) at cocktails and dinner, with cabaret entertainment. By invitation only. Contact: Margaret MacColl at N. W. Ayer, PL. 7-5700.		
Wednesday July 11 8:00 A.M. Breakfast	FASHIONS IN CORDUROY, VELVET & VELVETEEN	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	HOTEL PIERRE BALLROOM
	Crompton-Richmond (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Fall and Winter fashions in corduroy, velvet and velveteen to the visiting press. By invitation only. Contact: Rosalind Allan, LO. 4-2900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 11 9:00 A.M.	CAPEZIO FALL SHOE FASHIONS--LOCAL PRESS PREVIEW AT 756 SEVENTH AVENUE. (Show for visiting press, Thurs., July 12 at 8:00 A.M.--See Pg. 3.)		
July 11	9:00 A.M. - B. H. WRAGGE (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday July 11 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Repeat presentation of the Irene of New York and Rivera Fall millinery collections to press and buyers. By invitation only. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
July 11	10:00 A.M. - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 11	11:00 A.M. - SAMUEL WINSTON-Roxanne & Cecil Beaton (See Pg. 3)		PIERRE.
Wednesday July 11 12:00 Noon Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC FABRICS Alamac Knitting Mills (Auxiliary Member of N.Y.D.I.--See Pg. 3) will invite the out-of-town and local press to preview Fall fashions by leading manufacturers in "Thalspun" orlon wool-jersey; "Permathal-Everglaze" cotton knits; and "Furalla" orlon-dynel pile fabric. By invitation only. Contact: Lee Silver at Alamac, OX. 5-1445.	ALAMAC KNITTING MILLS (1412 BROADWAY)	SAVOY-PLAZA HOTEL SAVOY ROOM
Wednesday July 11 12:15 P.M. Luncheon	FALL MILLINERY MERCHANDISING CLINIC Semi-annual fashion and merchandising clinic of the MMEA, with a special fashion report and survey of Fall millinery. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324.	MILLINERY MERCH'G EXECUTIVES ASS'N	HOTEL SHERATON-ASTOR COLLEGE ROOM
July 11	1:30 P.M. - TRIGERE (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 11	2:30 P.M. - BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 11	3:30 P.M. - WILLIAM FOX (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday July 11 4:00 P.M. Cocktails	PRESS PREVIEW: FALL SHOE FASHIONS Saks will preview their Fall shoe fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
July 11	4:30 P.M. - HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg.3)		PIERRE BALLROOM
Wednesday July 11 7:00 P.M. Dinner	PRESS SHOWING OF FALL MILLINERY The Millinery Institute of America (Auxiliary Member of N.Y.D.I.--See Pg.3) will show Fall millinery to the visiting press. By invitation only. Contact: Rubye Graham or Babs Vierhaus, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR BALLROOM-TRIANON
Thursday July 12 8:00 A.M.- 9:00 A.M.	BOUTIQUE SHOWING FOR VISITING PRESS Capezio (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present shoe fashions for Fall to visiting press. (Local press show, Wed., July 11, at 9:00 A.M.) By invitation. Contact: Marya Morton at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 50TH STREET)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 12	9:30 A.M. - ANTHONY BLOTTA (N.Y.D.I.--See Pg. 3)		498 7TH AVE. - 12TH FL.
Thursday July 12 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400.		
July 12	10:30 A.M. - BEN REIG (N.Y.D.I.--See Pg. 3)		498 7TH AVE. - 23RD FL.
July 12	11:30 A.M. - MAURICE RENTNER (N.Y.D.I.--See Pg. 3)		498 7TH AVE. - 16TH FL.
Thursday July 12 12:00 Noon Luncheon	MILLINERY AND ACCESSORIES MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Speaker: Nicholas Parker, President, Henri Bendel. Commentator: Madelyn Coe, J. L. Hudson Co., Detroit. Chairmen--Accessory: Dorothy Fox Davies; Millinery: Frances Hodges and Conoldine Burnett. Prices: $6.00 for members; $7.00 for guests. Contact: The Fashion Group, CI. 7-3940.		
Thursday July 12 1:00 P.M. Luncheon	CHILDREN'S GROUP SHOWING FOR PRESS	GARDNER; JOSEPH LOVE; IMP; LITTLE EMPRESS	SHERRY NETHERLAND CARNAVAL ROOM
	Children's Group Showing (N.Y.D.I.--See Pg. 3) presenting Gardner Snowsuits, Joseph Love Dresses, Imp Originals-boyswear and Little Empress (Peggy 'n Sue) coats. By invitation only for local and visiting press. Contact: Ruth Burr, OX. 5-4290.		
July 12	2:30 P.M. - DAVIDOW (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 12	3:30 P.M. - ANNE FOGARTY for MARGOT (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 12	4:30 P.M. - OLEG CASSINI (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Thursday July 12 5:30 P.M.- 7:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
	Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) for local and visiting press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Thursday July 12 5:30 P.M.- 7:30 P.M. Cocktails-Buffet	PRESS PREVIEW OF FALL JEWELRY	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
	Preview for local and visiting press of Coro's new International Headquarters and fashions in Fall jewelry; also introduction of "Vendome", new couturier jewelry. By invitation only. Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654.		
July 13	9:00 A.M. - HATTIE CARNEGIE (N.Y.D.I.--See Pg. 3)		42 E. 49TH ST. - 2ND FL.
July 13	10:30 A.M. - ADELE SIMPSON (N.Y.D.I.--See Pg. 3)		530 7TH AVE.- 23RD FL.
July 13	11:30 A.M. - MOLLIE PARNIS (N.Y.D.I.--See Pg. 3)		530 7TH AVE. - 18TH FL.
Friday July 13 1:00 P.M. Picnic Lunch	PREVIEW FOR VISITING PRESS	LILLY DACHE (GENERAL BEAUTY PROD.)	78 EAST 56TH STREET PENTHOUSE
	Lilly Dache's (Auxiliary Member of N.Y.D.I.--See Pg. 3) Fall news in hats, boutique fashions and beauty will be presented to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 13	2:30 P.M. - BRANELL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 13	3:30 P.M. - DAVID GOTTLIEB-Gothé (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
July 13	4:30 P.M. - VARIETY GROUP (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM.		
Friday July 13 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS	PELLON	ETHEL BARRYMORE THEA. 243 WEST 47TH STREET
	Pellon (N.Y.D.I.--See Pg. 3) will invite the visiting press to see "New Faces of 1956". By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday July 14 9:30 A.M. Champagne	BREAKFAST SHOWING FOR VISITING PRESS	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
	Ritter Brothers (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday July 14 11:30 A.M.	CONNECTICUT TRIP FOR VISITING PRESS	FIBER PRODUCERS; MILLS & MANUFACTURERS	MOODUS, CONN.
	Ellen Lind Associates (Auxiliary Member of N.Y.D.I.--See Pg. 3), on behalf of their clients, invites the visiting press to spend a day at Ted Hilton's Hideaway in Moodus, Conn. By invitation. Contact: Ellen Lind, PL.3-4786.		
Monday July 16-July 18 12:15 P.M.; 1:15 P.M.	"SEVENTEEN-BY-THE-YARD" FASHION SHOWS	STERN'S	2ND FLOOR FABRIC DEPARTMENT
	Stern's will present Seventeen's July fabric promotion in back-to-school fashions on July 16, 17, 18 at 12:15 and 1:15. Open to public. Contact: Amelia Cram, LO. 5-7960, Ext. 322.		
Tuesday July 17 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL FASHIONS	BEST & CO.	3RD FLOOR BRIDAL SALON
	Best will preview their Fall bridal fashions to the press. (Note New Date.) By invitation only. Publicity: Gay Stearns, PL. 9-2000.		
Wednesday July 18 4:00 P.M. Cocktails	PRESS PREVIEW OF MID-SUMMER FURNITURE	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	The daily press will be invited to preview Macy's room settings from their Mid-Summer furniture collection. Magazine press preview on Thurs., July 19 at 9:30 A.M. By invitation. Publ: Nancy Rosenfield, OX. 5-4400.		
Thursday July 26 9:30 A.M.	PRESS PREVIEW: MAURER BRIDAL FASHIONS	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
	Saks-34th will preview their Fall Maurer bridal fashions. By invitation only. Customer showing at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000.		

OPENING OF FALL COLLECTIONS IN DUBLIN, LONDON, ROME, FLORENCE, PARIS

Friday July 13 8:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND	SYBIL CONNOLLY OF DUBLIN	58 GRAFTON STREET DUBLIN, IRELAND
	By invitation only. Publ: Rosemary Sheehan, 630 Fifth Ave., CI.7-8060.		

(Continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	OPENINGS: DUBLIN, LONDON, ROME, FLORENCE, PARIS (Continued)		
Beginning Monday July 16- July 20	BRITISH READY-TO-WEAR FOR FALL	LONDON WEEK	LONDON, ENGLAND
	Group includes: Aquascutum, H. B. Popper, Horrockses, Jacqmar, Matita, Dorville, Frederick Starke, Wallace of London, The Jeager Co., Vernervogue, Simon Massey. Contact: London Week Office, 630 Fifth Avenue, CI. 7-8060; or Dorothy N. Patterson, 36A Bruton Place, London, W.1.		
Beginning Wednesday July 18- July 20	OPENING OF ROMAN COUTURE COLLECTIONS	SINDACATO ITALIANO ALTA MODA	ROME, ITALY
	July 18: Accessories Exhibit; Faraoni; Reception.		
	July 19: Mingolini-Gugenheim; Eleanora Garnett; Ferdinandi; Gattinoni.		
	July 20: La Tessitrice dell'Isola; Giovanelli; Fontana; Simonetta; Fabiani.		
	Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, Corso Vittorio Emanuele 21, Rome.		
Beginning Friday July 20- July 23	OPENING OF FLORENCE COUTURE COLLECTIONS	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
	July 20: Millinery Show and "Young Designers"--Likis, Sarli, Giuliano.		
	July 21: Avagolf, Mikpaul, Valditevere, Mammini, Glans, Giara D'Arno, Myricae, Vito--(Boutique and sportswear).		
	July 22: Antonelli, Carosa, Guidi, Veneziani.		
	July 23: Marucelli, Schuberth, Emilio, Capucci.		
	Contact: G. B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.		
Beginning Monday July 23- July 25	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	July 23: Worth, Norman Hartnell, Michael Sherard, Digby Morton.		
	July 24: Michael, Lachasse, Ronald Paterson, Victor Steibel.		
	July 25: Hardy Amies, Charles Creed, Mattli, John Cavanagh.		
	Contact: Rosemary Borland, 233 High Holborn, London, W.C.1.		
Beginning Thursday July 26	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	July 26: Christian Dior, Claude Riviere, Irene Dana, Pierre Clarence, Germaine Lecomte, Irmone, Bruyere.		
	July 27: Jacques Fath, Madeleine de Rauch, Jacques Heim, Revillon, Vera Borea, Manguin.		
	July 28: Jean Patou, A.G.P., Lanvin (Castillo), Gres, Costet.		
	July 30: Balmain, Charles Montaigne, Jean Desses, Ardanse, Maggy Rouff, Lola Prusac, Pierre Cardin, Nina Ricci.		
	July 31: Anny Blatt, Carven, Jacques Griffe, Jeanne Fardeau, Mad Carpentier, Bernard Sagardoy, Catherine Sauve, Madeleine Vramont.		
	August 1: Andre Ledoux Sports, Maurice Roger, Renee Lise, Amy Linker, Michele Lambert, Doeuillet-Doucet, Hermes, Raphael.		
	August 2: Valentine Bourgade, Chanel, Regine Lutece, Jacqueline Godard.		
	August 3: Raymonde Coste, Helen Hubert, Line Carmine, Georgette Renal.		
	August 4: Renee Collard.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		